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FOR IMMEDIATE RELEASE
NEWS FROM: Office of Traffic Safety

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Nevada DPS Launches Motorcycle Awareness Campaign

Billboard and radio campaign showcases Nevada riders

Carson City, NV~The Nevada Department of Public Safety's Office of Traffic Safety today announced the launch of a public education campaign for the month of May to heighten the awareness of the increasing numbers of motorcyclists on Nevada's roadways. Using billboards and radio in Las Vegas, Reno and Elko, the campaign personalizes the individual riding the motorcycle by featuring actual Nevada citizens in the advertising.

The billboard and radio promotion encourages motor vehicle drivers to be cautious and watch out for motorcyclists, especially during their seasonal return to Nevada's streets and highways. The campaign is also intended to reduce the number of accidents, injuries and fatalities associated with motorcycling by encouraging motorcycle operators to participate in rider education programs, wear the proper apparel, don't drink and ride and operate their vehicle defensively according to the rules of the road.

Department of Public Safety Office of Traffic Safety Chief Chuck Abbott reviewed the latest fatality statistics. "In 2004, 48 motorcyclists were killed in Nevada," he said. "And to date in 2005, there have been seven motorcycle rider fatalities in the state, as compared to nine fatalities the same date last year. We are optimistic that this annual campaign will heighten the awareness of motorcyclists on our roadways among passenger car drivers." US statistics show that Nevada is 34th in total fatalities compared to other states in the country.

The Nevada Rider Motorcycle Safety Program offers training across Nevada for both new and experienced riders. To find a training site or for further information about the campaign, go to www.nevadarider.com or contact Ken Kiphart at the Nevada Rider Motorcycle Safety Program at 775-684-7480 or 1-800-889-8779.

To download the billboards, go to www.dps.nv.gov and click on the "Motorcycle Awareness Billboards" link. Motorcycles and riders featured in the billboard advertising are provided by BMW Motorcycles of Las Vegas.

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